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The Selling of 9/11: How a National Tragedy Became a Commodity

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The Selling of 9/11 argues that the marketing and commodification of the terrorist attacks of September 11, 2001, reveal the contradictory processes by which consumers in the United States (and around the world) use, communicate, and construct national identity and their sense of national belonging through cultural and symbolic goods. Contributors illuminate these processes and make important connections between myths of nation, practices of mourning, theories of trauma, and the politics of post-9/11 consumer culture. Their essays take critical stock of the role that consumer goods, media and press outlets, commercial advertising, marketers and corporate public relations have played in shaping cultural memory of a national tragedy.

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